

CLAIMS:

What is claimed is:

1. A method for preventing the unauthorized removal of a paper roll from a retailer, comprising:
affixing to the paper roll an electronic sensor, wherein the sensor produces a detectable signal; and
detecting the signal from the sensor when it passes through or near a detection zone at the retailer's location, thereby preventing unauthorized removal of the paper roll.
2. The method of claim 1, wherein the paper roll comprises a core, and wherein the method further comprises affixing the sensor to the core.
3. An anti-theft paper roll comprising a paper roll having an electronic sensor affixed thereto.
4. The anti-theft paper roll of claim 3, wherein the paper roll comprises a core, and wherein the sensor is affixed to the core.
5. A paper roll core comprising a hollow cylinder having an interior surface and an exterior surface, between which surfaces is a core wall, and wherein the exterior surface further comprises a longitudinal flat surface integrally formed therein.
6. An electronic article surveillance system for protecting a paper roll from theft, comprising:
means for generating an electronic signal from a sensor at a selected frequency, wherein the sensor is affixed to the paper roll; and
means for detecting the signal generated by the sensor when the sensor is in the proximity of a detection zone.

7. The system of claim 6, wherein the paper roll comprises a core, and wherein the sensor is affixed to the core.
8. The system of claim 7, wherein the core further comprises an exterior surface with a flat surface integrally formed thereon, and wherein the system further comprises affixing the sensor to the flat surface of the core.
9. The system of claim 6, wherein the signal activates an alarm.
10. The system of claim 9, wherein the alarm is at least one audible indicator, visual indicator, silent alarm having a remote indicator, or activation of a physical blocking means, and combinations thereof.
11. The system of claim 9, wherein the alarm is recognized at a remote location.
12. The system of claim 9, wherein the alarm is recognized proximal to the detection zone.